

**DEPARTMENT OF COMMERCE,  
BUREAU OF FOREIGN AND DOMESTIC  
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- NO. 184: ELECTRICAL GOODS IN  
ARGENTINA, URUGUAY, AND BRAZIL**

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No. 184: Electrical Goods in Argentina, Uruguay, and Brazil by Philip S. Smith

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**PHILIP S. SMITH**

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**DEPARTMENT OF COMMERCE**

**BUREAU OF FOREIGN AND DOMESTIC COMMERCE**

**PHILIP B. KENNEDY, Director**

**SPECIAL AGENTS SERIES—No. 184**

**ELECTRICAL GOODS IN ARGENTINA  
URUGUAY, AND BRAZIL**

By

**PHILIP S. SMITH**

**Trade Commissioner**



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1. The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that proper record-keeping is essential for the transparency and accountability of the organization. This section also outlines the various methods used to collect and analyze data, ensuring that the information is reliable and up-to-date.

2. The second part of the document focuses on the financial aspects of the organization. It provides a detailed overview of the budget, including the projected income and expenses for the upcoming year. This section also discusses the various financial risks and how they are being managed to ensure the organization's financial stability.

3. The third part of the document addresses the operational challenges faced by the organization. It identifies the key areas where improvements are needed and outlines the strategies being implemented to address these challenges. This section also discusses the role of the various departments in the organization and how they are working together to achieve the organization's goals.

4. The fourth part of the document discusses the human resources of the organization. It provides a detailed overview of the current workforce, including the number of employees, their qualifications, and their experience. This section also discusses the various human resources challenges and how they are being managed to ensure the organization has the right people in the right positions.

5. The fifth part of the document discusses the legal and regulatory aspects of the organization. It provides a detailed overview of the various laws and regulations that apply to the organization and outlines the strategies being implemented to ensure compliance. This section also discusses the various legal risks and how they are being managed to ensure the organization's legal integrity.

6. The sixth part of the document discusses the environmental aspects of the organization. It provides a detailed overview of the organization's environmental impact and outlines the strategies being implemented to reduce this impact. This section also discusses the various environmental risks and how they are being managed to ensure the organization's environmental sustainability.

7. The seventh part of the document discusses the social aspects of the organization. It provides a detailed overview of the organization's social impact and outlines the strategies being implemented to improve this impact. This section also discusses the various social risks and how they are being managed to ensure the organization's social responsibility.

8. The eighth part of the document discusses the overall performance of the organization. It provides a detailed overview of the organization's performance over the past year and outlines the strategies being implemented to improve performance in the upcoming year. This section also discusses the various performance risks and how they are being managed to ensure the organization's overall success.

## LETTER OF SUBMITTAL

DEPARTMENT OF COMMERCE,  
BUREAU OF FOREIGN AND DOMESTIC COMMERCE,  
*Washington, August 1, 1919.*

SIR: There is submitted herewith a report by Trade Commissioner Philip S. Smith on the markets for electrical goods in Argentina, Uruguay, and Brazil. During the war American goods have thoroughly established themselves in these three countries, especially in Brazil. In many lines they should continue to maintain a leading place on the market, but in order that they may do so American manufacturers will have to keep in close touch with the trade, particularly by working through active agents in the principal trade centers. The use of electricity is very widespread throughout the three countries, but the high cost of imported fuel and the lack of water power tend to limit its use in Argentina and Uruguay. In Brazil, on the other hand, there is a most promising future for electricity and electrical materials because of the immense amount of water power available. As this power is found for the most part in the coastal section of the country, it will be available for industrial enterprises and for general lighting, heating, and power purposes in the numerous towns and cities of this section, which includes the greater part of the population of the country. The present users of electrical materials are well acquainted with American goods, which are almost universally in good favor.

Respectfully,

PHILIP B. KENNEDY,  
*Director.*

TO HON. WILLIAM C. REDFIELD,  
*Secretary of Commerce.*





## **ELECTRICAL GOODS IN ARGENTINA, URUGUAY, AND BRAZIL.**

### **ARGENTINA.**

#### **FEATURES OF ARGENTINE MARKET.**

The Argentine Republic is the second largest in South America, having an area of 1,125,000 square miles. For the most part it is relatively flat, resembling to a certain extent the Middle Western States of the United States. The northern section, however, is covered with subtropical forests and a narrow strip along the western border is very mountainous, the boundary between Argentina and Chile being the line which touches the highest peaks of the Andean Cordillera. The great wealth of the country has been produced by agriculture and cattle raising, as the soil is extremely fertile in almost the entire extent of the country and can be worked by modern methods on a large scale.

The population is 7,885,000, which means a density of approximately 7 inhabitants per square mile, as compared with 35 per square mile in the United States, and 190 to 300 in the central countries of Europe. In normal years immigration steadily increased, and reached 302,000 in 1915. Two years later it had fallen to 15,000, and to-day it has stopped completely. The greater number of immigrants have always come from Spain, although Italy occupies a fairly close second place. Probably 90 per cent are farmers, or small merchants, and therefore do not contribute to any appreciable extent to the industrial growth of the nation. From the nature of the country, however, it must depend upon its soil, rather than upon manufacturing, and consequently this class of immigration is more desirable for the present. As time goes on it will be necessary to attract more mechanics and skilled laborers if the desired program of factory development is to meet with any degree of success. It is estimated that 20 to 25 per cent of the entire population lives in Buenos Aires and suburbs, and that practically 50 per cent lives in the country, or in small towns of a few thousand each. To this particular distribution of population is due the fact that in Argentina there are a large number of electric generating plants with less than 150 kilowatts capacity, as well as the largest single central station in South America.

#### **CLIMATE.**

In the west and northwest, where Argentina joins the Chilean Andes and the highlands of Bolivia, and in the extreme south of the Territory of Patagonia, the climate is very variable, there being frequent rains and fluctuating temperatures, which are, in general, much lower than any experienced in the central section. The latter is the great agricultural belt, and while subject to wide changes in temperature between the summer and winter months, does not have the rapid variations of the mountainous regions.

There is still a third division known as the Chaco, which includes the Territories in the northeast. Part of this division is within the Tropics and the general climatic conditions of the whole of it are those of the Torrid Zone. It is inhabited principally by Indians and is practically inaccessible except by water, small craft being able to ply upon the numerous streams draining that region, none of which are suitable for hydroelectric development, as the gradient is not sufficient to furnish a proper fall within a reasonable distance.

Of these three districts the central is the only one that is commercially important, as it is here that most of the people live. During the winter the thermometer stands usually around 40° to 50° F. and upon rare occasions drops to 32° or slightly lower. Snow has fallen in Buenos Aires a few times. This low temperature holds for some three months and makes life quite uncomfortable, especially to North Americans, except in those few buildings which have been equipped with central heating plants. Local heating by electricity would be ideal for this section and would add a great deal to the comfort of living. Once this fact is realized, a large field will be opened for the introduction of small devices for intermittent use. The chief obstacle in the way of making such material better known is the fact that the people have never been accustomed to artificial heat of any sort and are inclined toward the belief that it is detrimental to the health.

#### PRINCIPAL CITIES.

Argentina, on account of the concentration of a large part of its population in the central section, is largely dominated commercially by Buenos Aires, the Federal capital. The port there has been extensively developed and is being enlarged at the present time to take care of a greatly increased traffic, so that it will be in a position to handle all demands that are likely to be made upon it. The only other ports of much interest to shippers to Argentina are Rosario and Bahía Blanca. Both are deep-water ports and are well provided with freight-handling facilities, although they are more important as exporting than as importing centers. They are largely exploited by private companies which hold concessions from the Government and which are leaders in a movement to secure a greater share of the incoming freight from overseas. These companies are the Central Argentine Railway and the Buenos Aires & Pacific Railway, which would profit by carrying into the interior all freight entering at these ports and which bring to the terminal elevators all the grain which is exported through them, such exportation now being the principal business of Rosario and Bahía Blanca. It is highly desirable that our exporters should become better acquainted with these cities and with others in the interior, inasmuch as the life is in many respects quite different from that in Buenos Aires, and only by appreciating this can one form an accurate opinion regarding trade conditions over the country as a whole. As direct importing centers, however, they are of relatively little importance, as the greater part of the material purchased by merchants in these cities is actually bought through Buenos Aires, or through houses whose main offices are located there, with branches in the smaller cities.